



USAID | WEST BANK/GAZA

September 2, 2005
REF: 2005-WBG-08

TO: All USAID/West Bank and Gaza Contractors, Grantees and Recipients

SUBJECT: USAID Assistance Branding Standards

Dear Implementing Partners

By the attached letter of August 25, 2005, the Administrator, USAID, has announced the final establishment of marking requirements for all U.S. nongovernmental organizations (US-NGOs), and by Agency policy to local NGO's, receiving federal funding from the U.S. Agency for International Development. The new Marking Rule was anticipated under USAID/West Bank and Gaza's notice to partners in January 12, 2005 (REF: 2005-WBG-03).

Effective January 2, 2006, the new Marking Rule will require **Grantees and Recipients** to adhere to specific marking guidance and branding standards themselves as well as any subawardees receiving USAID funds through US-NGOs. **Grantees and Recipients** are encouraged to become familiar with the Agency's current guidance regarding the new Marking Rule which may be accessed at www.usaid.gov/branding. Points to note under this guidance include:


- the promulgation of a new section under 22 CFR 226 which addresses *Marking* (22 CFR 226.91) as well as related *Definitions* under 22 CFR 226.2
- although not evaluated competitively, Apparent Successful Applicants will be required to submit both a "Branding Strategy" and a "Marking Plan" to the Agreement Officer for review and possible negotiation during the Grant or Cooperative Agreement award process
- requests may be made by **Grantees and Recipients** to the Agreement Officer not to apply the Marking Rules under specific conditions when such qualify as "Presumptive Exceptions" or would in other circumstances substantiate a Waiver by the Mission Director.

USAID/Washington will be conducting a meeting on September 23, 2005 at the Ballrooms of the National Press Club from 9:00 to 11:00 a.m. to further explain these new requirements. You are encouraged to ensure that your headquarters staff attends.

Contractors are reminded of the branding standards established by USAID in January 2005 for their use in complying with contractual provisions regarding marking (AIDAR 752.7009) and acknowledgement of funding (AIDAR 752.7034). These standards are available at www.usaid.gov/branding in the *Graphics Standards Manual*. **Contractors** are reminded of their

responsibility of apply these brand standards to all USAID-funded programs, projects, activities and public communications.

Sincerely,

A handwritten signature in black ink, appearing to read "Roy Plucknett", with a stylized flourish at the end.

Roy Plucknett
Agreement Officer
USAID/West Bank and Gaza



USAID
FROM THE AMERICAN PEOPLE

August 25, 2005

The Administrator

Dear USAID Partner:

The U.S. Agency for International Development (USAID) has launched a branding campaign to ensure U.S. taxpayers receive full credit for the foreign assistance they finance. The new USAID Identity, illustrated above, clearly communicates our assistance is, "From the American People." It will be used consistently on everything from project plaques to publications, brochures to banners.

We also have revised our marking requirements for all U.S. nongovernmental organizations (NGOs) that receive our funding. In fact, we engaged in "Administrative Rulemaking" to provide for NGO participation in developing regulations that require all programs, projects, activities, public communications, and commodities to visibly bear the USAID Identity.

The new Marking Rule will be published tomorrow in the *Federal Register*; it can be accessed at www.usaid.gov/branding. Please review it carefully. The rule has been revised significantly since a draft was first published on December 20, 2004. It reflects the public comments we received from many NGO partners and, I hope you will agree, addresses many of those early concerns.

When the rule becomes effective on January 2, 2006, USAID Agreement Officers will incorporate these marking requirements in all new awards—and some existing awards if funds are available—obligated after that date.

I realize you may have questions. All NGO partners are invited to a meeting to explain the new rule on Friday, September 23, from 9:00 – 11:00 a.m., at the Ballrooms of the National Press Club. You can also contact John Niemeyer at jniemeyer@usaid.gov in our General Counsel's Office or my Senior Advisor Joanne Giordano at jgiordano@usaid.gov.

Thank you, in advance, for crediting the contributions of the American people.

Sincerely,

Andrew S. Natsios
Andrew S. Natsios